

Message Text

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PAGE 01 STATE 160649
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

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FM SECSTATE WASHDC
TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 160649

E.O. 11652:NA

TAGS: BEXP, JA

SUBJECT:PLANNING FOR OCTOBER EXPORT MISSIONS

REF: STATE 150280

1. USDOC APPRECIATES POST'S COMMENTS AND CONCERN FOR CAREFUL SELECTION OF PARTICIPATING FIRMS FOR OCTOBER MISSIONS.
 2. THESE MISSIONS ARE BEING PROCURED UNDER THE RIGOROUS CRITERIA FOR ALL SPECIALIZED TRADE MISSIONS WITH SPECIAL EMPHASIS AND CONSIDERATIONS BEING GIVEN (1) TO COMPANIES OF SIZE AND FINANCIAL STRUCTURE (MEDIUM TO LARGE) TO SUPPORT AND SUSTAIN LONG TERM COMMERCIAL DEVELOPMENT GOALS
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IN THE JAPANESE MARKET; (2) COMPANY PARTICIPANT MUST BE TOP NEGOTIATING OFFICIAL; I.E., VICE PRESIDENT OF INTERNATIONAL OR DIRECTOR OF INTERNATIONAL MARKETING, RESPONSIBLE FOR ESTABLISHING COMPANY MARKET-POLICIES, STRATEGIES, INVESTMENT, PENETRATION GOALS ABROAD;
(3) SPECIAL EMPHASIS ON HIGH TECHNOLOGY EQUIPMENT, NEW-TO-MARKET FIRMS, INTRODUCTION OF NEW LINES; AND (4) A GOOD

CROSS SECTION RANGE OF PRODUCTS AND/OR SERVICES IN EACH
SPECIALIZED THEME, WITH EVERY EFFORT MADE TO ELIMINATE

DIRECT COMPETING LINES.

3. PROCUREMENT OF THESE MISSIONS BY EACH COORDINATOR IS
PROCEEDING WELL UNDER VERY CAREFUL SCRUTINY OF ITA'S
TRADE MISSIONS SECTION AND WITH GREAT SELECTIVITY IN THAT
WE HAVE NOT GONE THE MASS MAILING ROUTE. INSTEAD,
EACH MISSION IS BEING PROCURED THROUGH PERSONALIZED
TELEPHONE CONTACT WITH TARGETED U.S. FIRMS WHICH WE
BELIEVE CAPABLE OF MEETING THE CRITERIA DESCRIBED ABOVE.
EARLIER THIS WEEK, WE TRANSMITTED THE FIRST INFORMATION
ON PARTICIPANTS, STARTING WITH THOSE COMMITTED FOR THE
ORIGINAL EQUIPMENT AUTOMOTIVE PARTS MISSION. SAME TYPE
INFORMATION ON THE OTHER FOUR MISSIONS IS BEING PREPARED
FOR TRANSMITTAL NEXT DAY OR TWO. VANCE

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